



1854  
PILIPINAS  
ESPECIA  
SPICED  
RUM



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ESPECIA  
SPICED  
RUM

FILIPINO RUM  
intertwined with  
NATURAL FLAVOR

750 mL | 40%  
ALC/VOL

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Savor the warmth, hints of spices and fragrant flavors of Especia Spiced Rum. Made from heirloom sugarcanes, our award-winning Philippine gold rum is infused with the taste of exotic spices and tropical fruits.

A smooth, elegant spiced rum from the finest ingredients, let Especia captivate you into a fascinating experience.

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**TARGET MARKET**

PRIMARY: 25-35 YO Sophisticated Rum Drinkers  
SECONDARY: Spiced Rum Enthusiasts

**RTB**

The Philippines, being a tropical island, produces a lot of different and unique spices that Tanduay used to incorporate to their world-class rum.

**BRAND CHARACTER**

Exotic, Mysterious

**BRAND PERSONALITY**

Bold, Daring, Risk Taker

**TONALITY**

Fun, Wild, Carefree

ALC./VOL.

40%  
80 PROOF

COLOR

Bright golden  
amber

NOSE

Sweet and elegant aromas of  
fruit cake, cinnamon,  
caramel, almond, and vanilla



#### TASTE

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Honey, cinnamon, ginger, mingled with hints of tropical fruits

#### BODY

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Mellow, smooth

#### FINISH

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Warm persistence with flavors of caramel, cinnamon and nuances of baking spices

#### AGEING

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Blend of rums aged up to 7 years in ex-bourbon barrel



The tropics is an exotic, mysterious place  
And amidst all the feisty and vibrant colors lurks a mysterious force,  
hidden as it is revered.

It only shows itself to those who deserve a glimpse.  
An elusive yet bold entity that reserves itself for the truly brave.  
It moves unpredictably in the jungle...

But this rarity can be in your hands.

**CAPTURE THE UNIQUE & CAPTIVATING TASTE IN A GLASS.**

# Sell Sheets



**ESPECIA**  
- SPICED RUM -

Stare long enough at the trees here and you might see the glimmer of a green scale.

The flicker of a forked tongue and then. Used by an ancient magic, a snake slithering through the humid air.

The glider snake keeps a dark eye on the exotic saspices that bloom throughout our jungle, so every saspiss of this spiced rum is imbued with exotic magic.

**40% 80 PROOF** **Bright Golden Amber** **Mellow & Sweet**

**NOURISH** Sweet and elegant aromas of fruit cake, cinnamon, caramel, almond, and vanilla.

**FLAVOR** Honey, cinnamon, ginger, mingled with hints of tropical fruits.

**FINISH** Warm persistence with flavors of caramel, cinnamon and nuances of baking spices.

**AGED** Blend of rums aged up to 7 years in ex-bourbon barrels.

[Taste the Magic](#) [Golden Amber](#)



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